

# Footprints

Wang Shi

Lawrence Berkeley  
National Lab

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Speed and Quality

Snow of Kilimanjaro

Vanke Going green

Global Citizen

1978: 18% urbanized

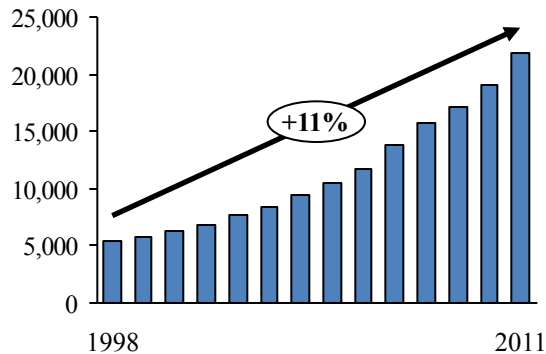


# 2012: 52% urbanized

## Wealth

### Per capita urban disposal incomes (1998-2011)

Unit: RMB

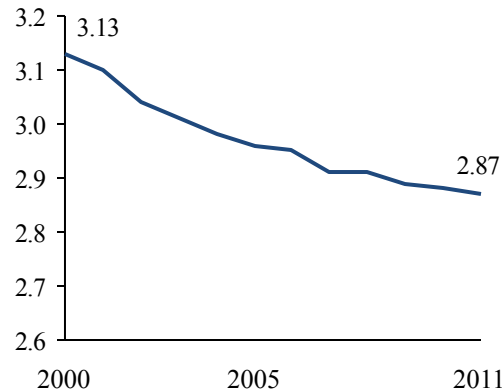


- China's per capita urban disposal incomes grew at a CAGR of 11% between 1998 and 2011
- The growth in wealth has translated to a growth in expenditures and China's population is actively seeking to own and upgrade homes

## Household size

### China's urban family size (2000-2011)

Unit: persons / household

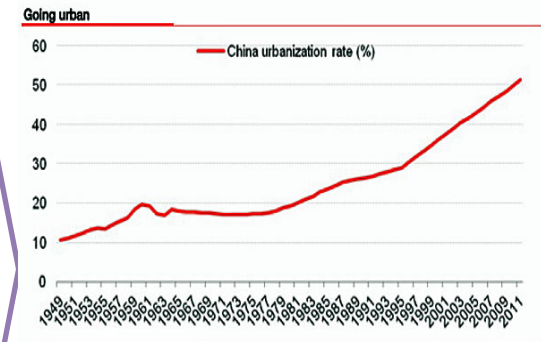


- In China, the average number of persons per household declined from 3.13 in 2000 to 2.87 in 2011
- The number of households has increased by an additional 300 million in the past 20 years

## Urbanization

### China's urbanization level

Unit: %

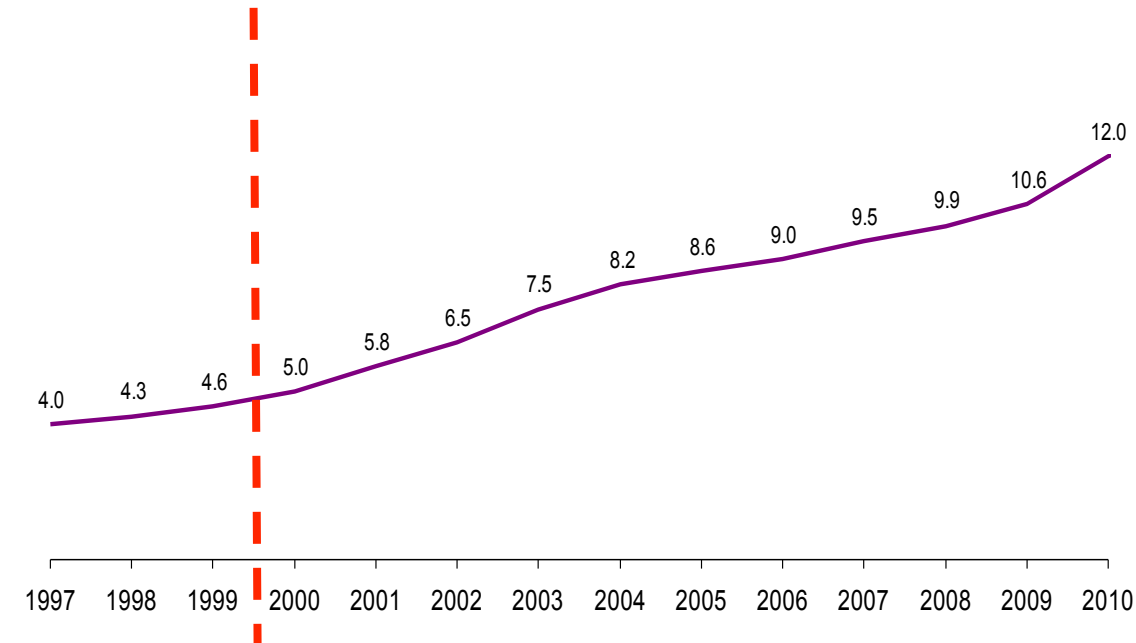


Source: NBS, SG Cross Asset Research/Economics

- China's urbanization level has been increasing by approximately 10% every 10 years for the past three decades
- In each year between 1996 and 2003, 18 million people moved from China's countryside into its cities



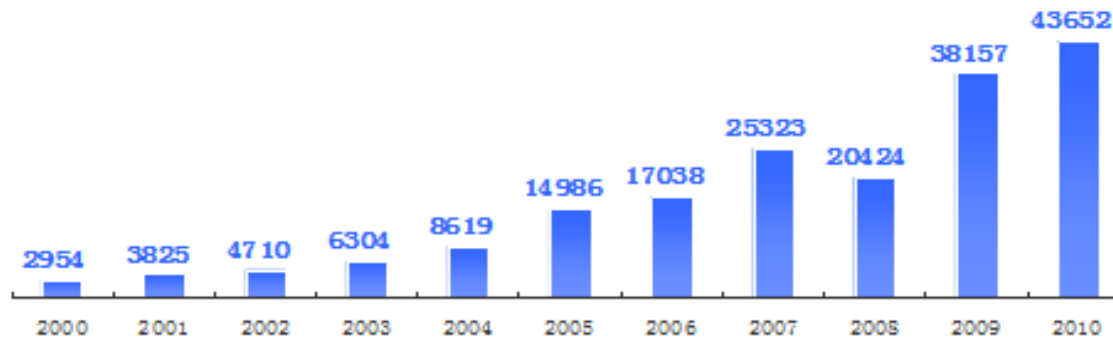
# 2000: Real Estate Boom



**Real estate to GDP ratio (1997-2010)**

Unit: %

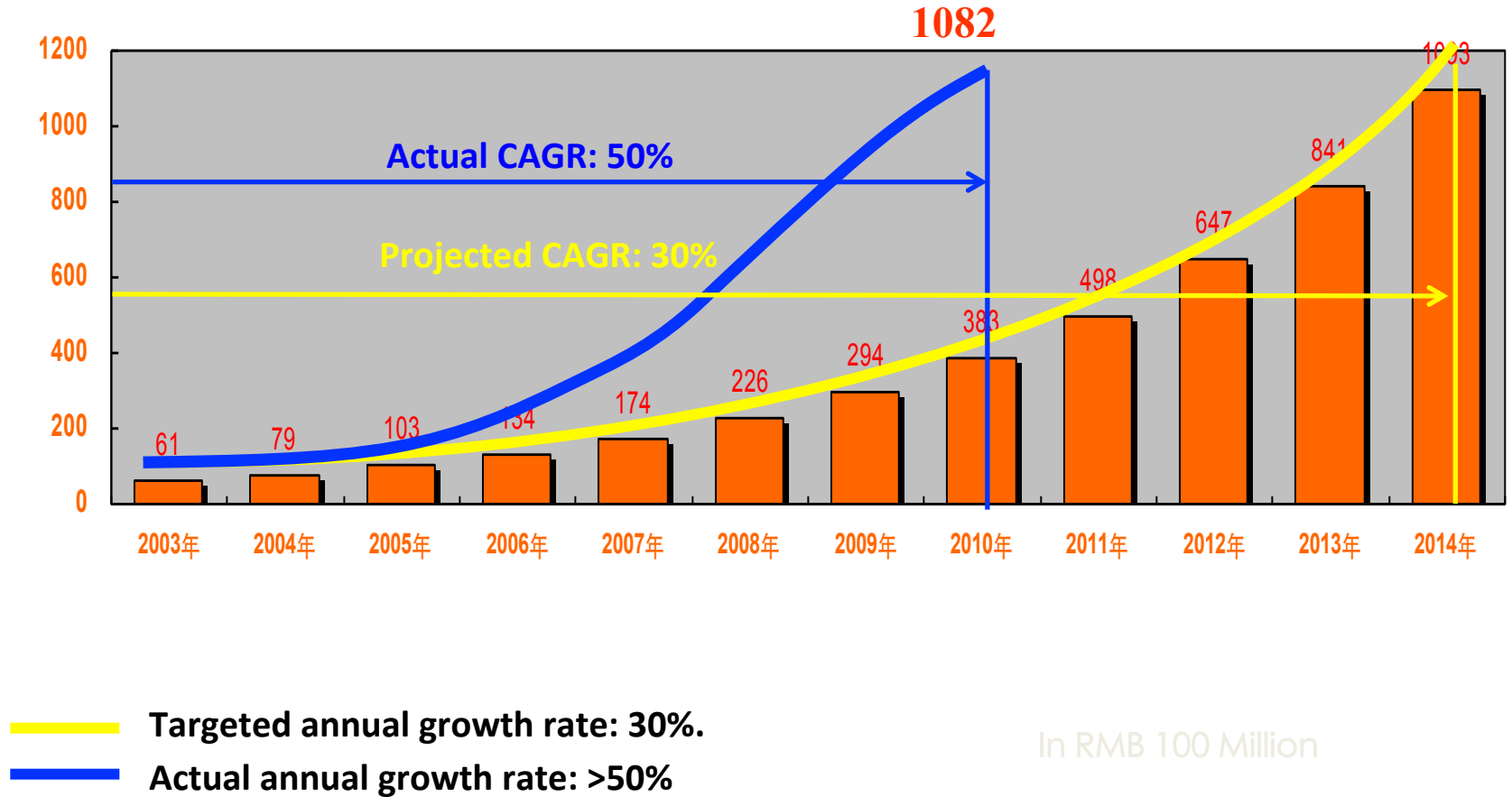
— Percentage to GDP



**Sales of the industry**  
In RMB 100M



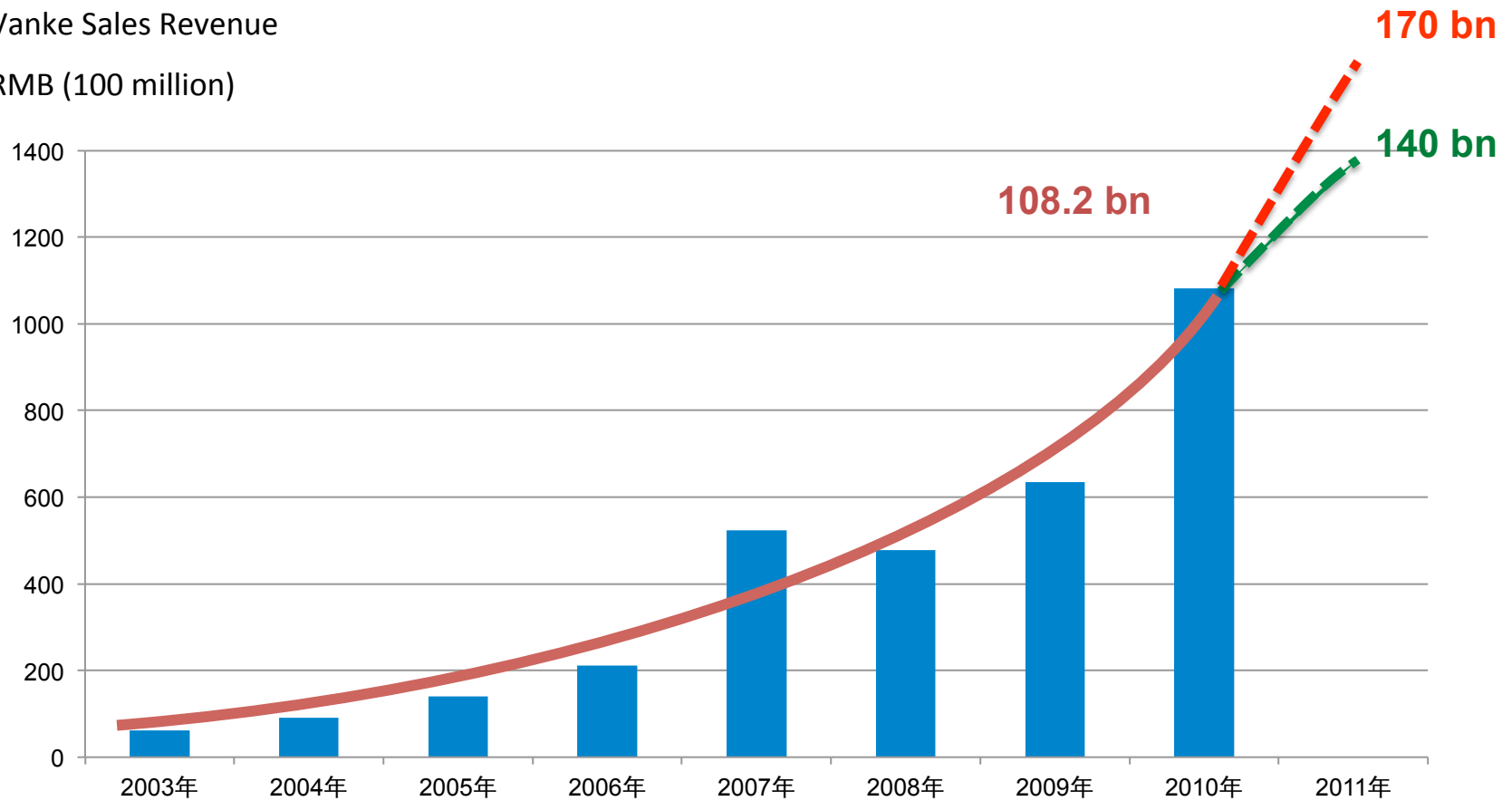
# 12 times in 6 years



# Too much growth?

Vanke Sales Revenue

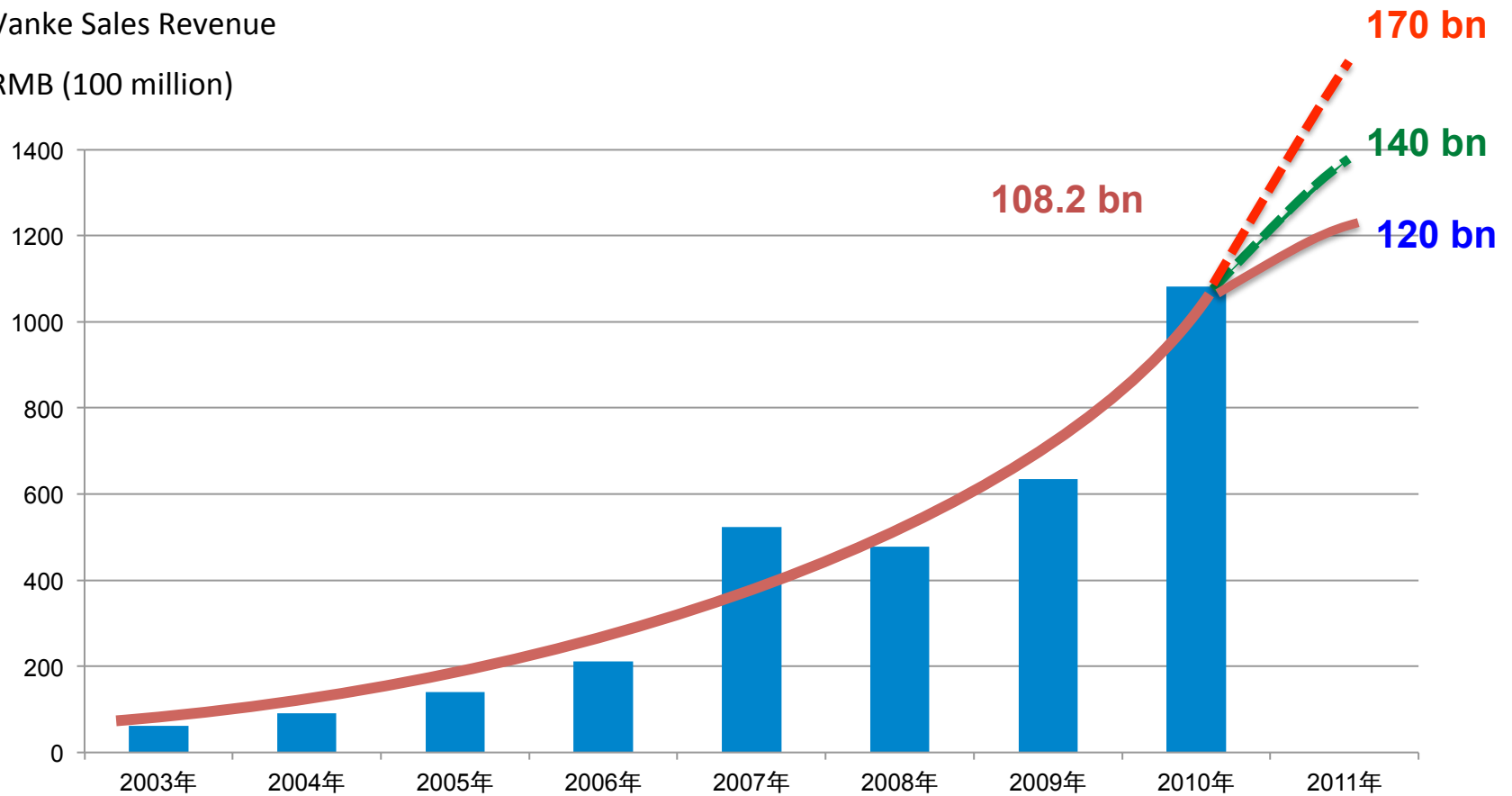
RMB (100 million)



# Too much growth?

Vanke Sales Revenue

RMB (100 million)



# From cms to mms

- Prefabrication
- Mm-level variance control
- Vanke R&D Center
- 1000 Japanese-trained engineers



	China	Japan
Vertical	15mm	5mm
Horizontal	15mm	2mm
Flat	20mm	2mm

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# Adventures to the summits







# THE SNOWS OF KILIMANJARO

世界文学名著普及本



## 乞力马扎罗的雪

〔美〕海明威 著 汤永宽 陈良廷等 译



上海译文出版社



# Kilimanjaro, February 2002





# The snow?





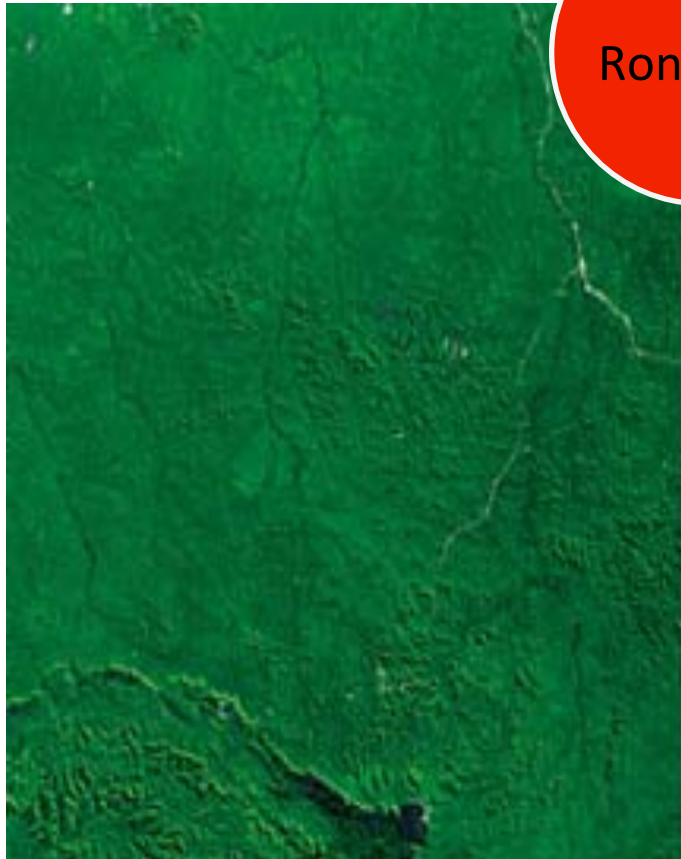
# Approaching Green Peace



# Chinese construction sites: rainforest graveyards?



Rondonia

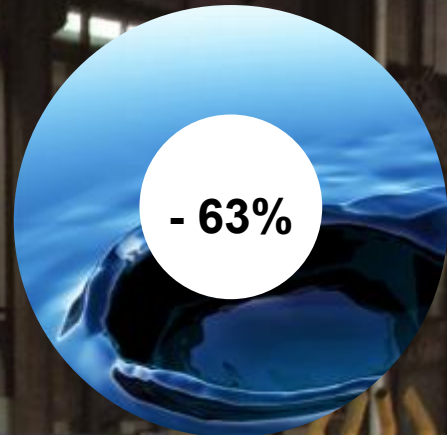


26 years ago



Today





Speed and Quality

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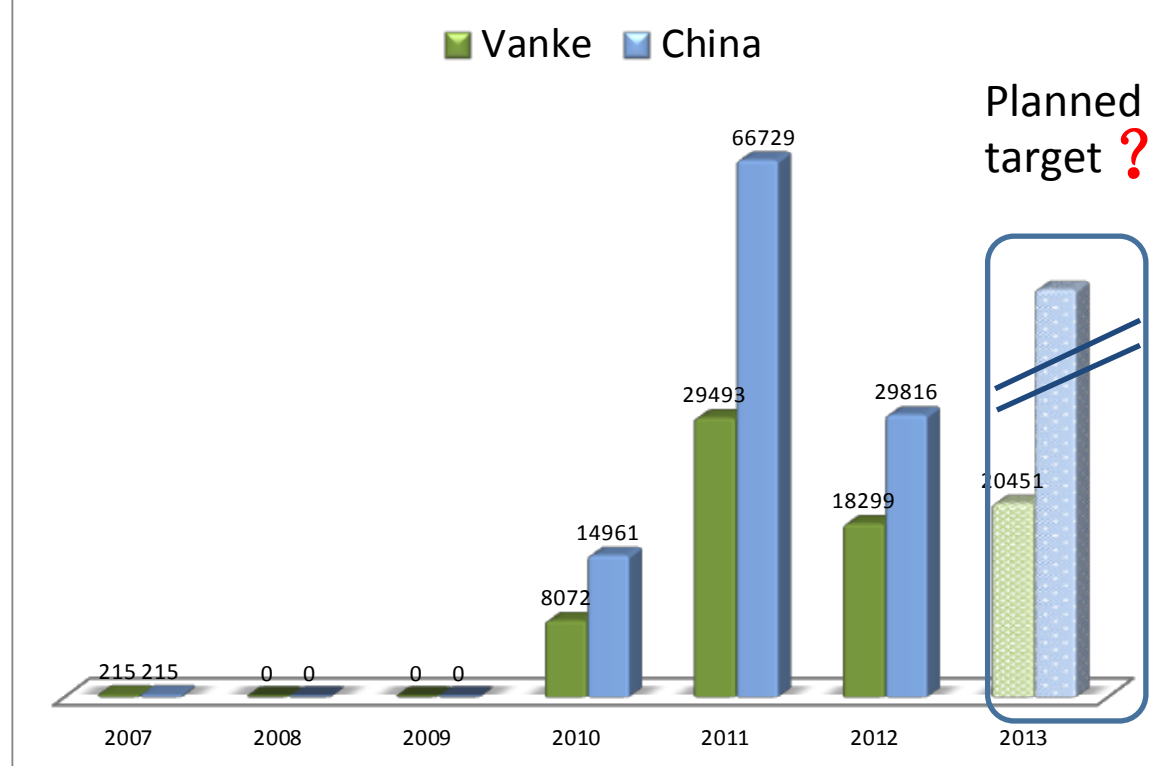
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# Challenges for going green

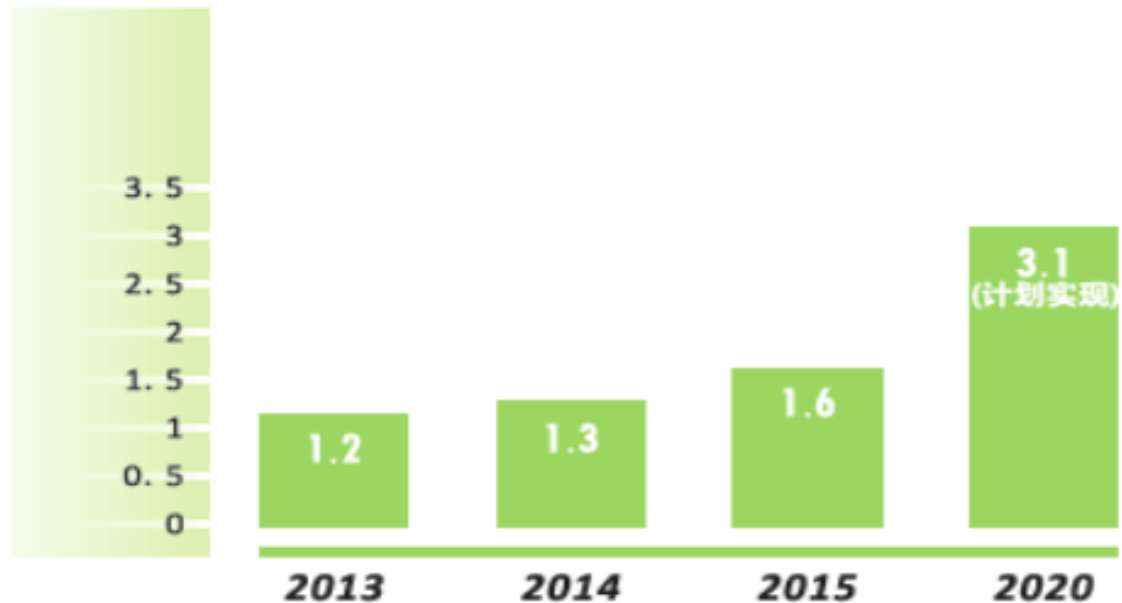
- Lack of technical standards
- Difficulty of supply chain transformation
- Higher cost of construction
- No government subsidies



New start Three-Star  
Green floor area built  
(1000 sq. ft.)



Target energy saving in  
the first year of operation  
(10000 SCE)



# 2012: Green outcomes



- 120,000 tons of SCE



- 7000 cars off the road



- 100 swimming pools



+ 460 hectares of forest

Speed and Quality

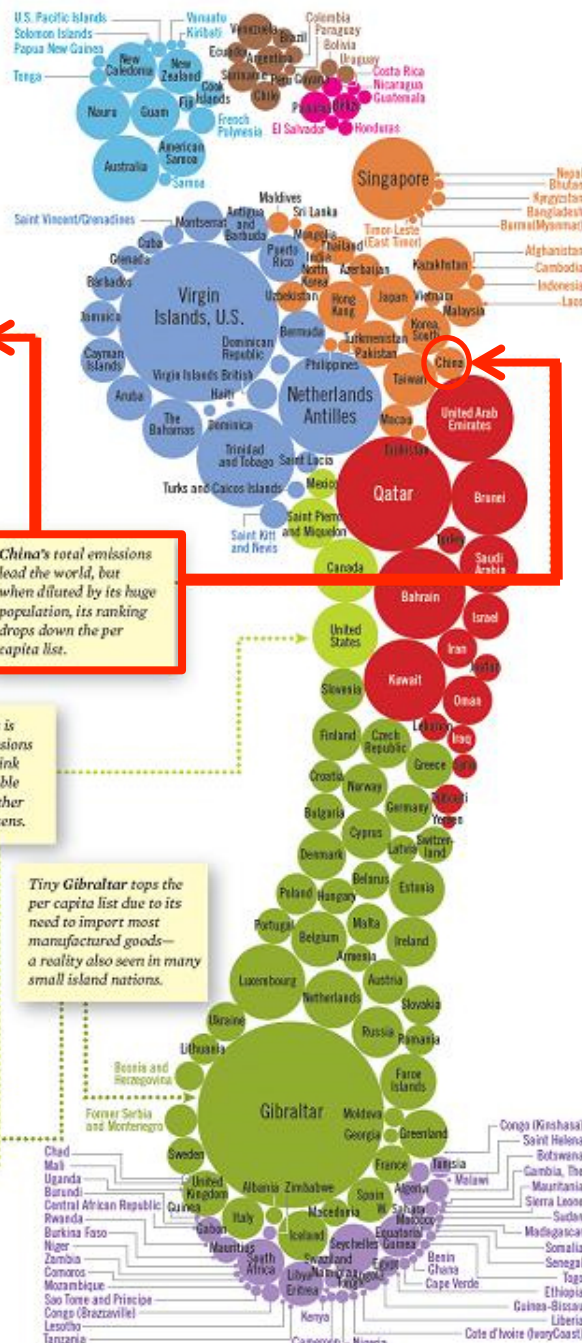
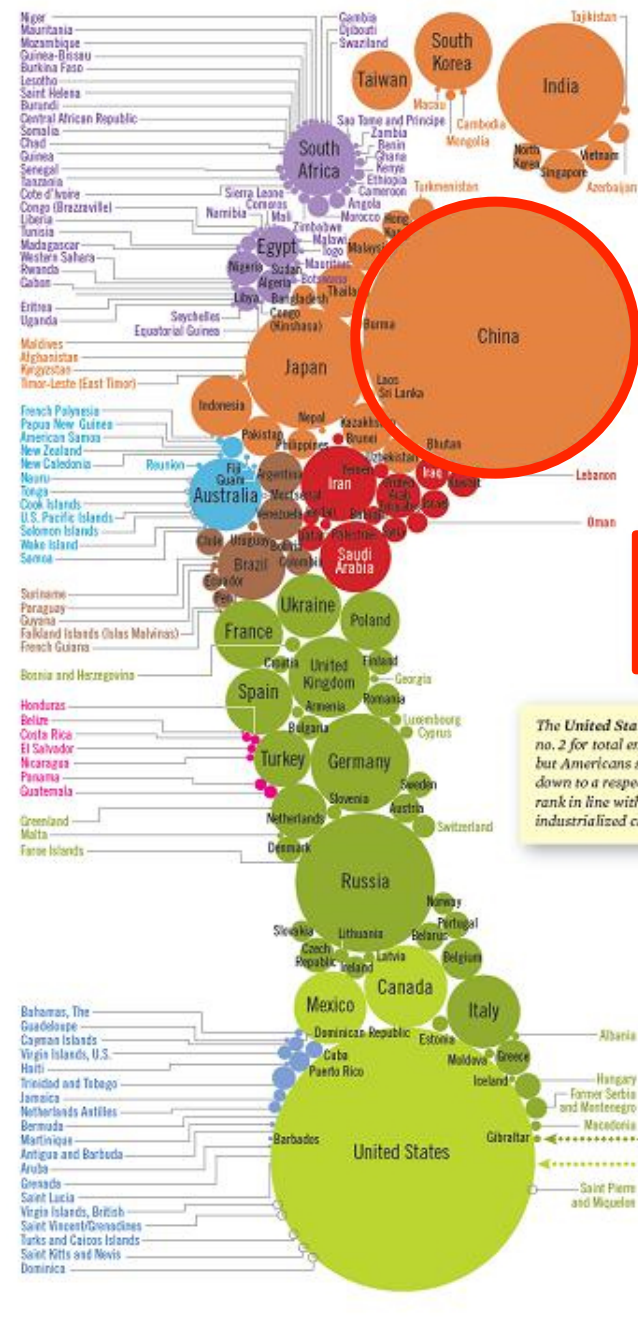
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## Total Carbon Emissions by Nation

## Total Carbon Emissions Per Capita

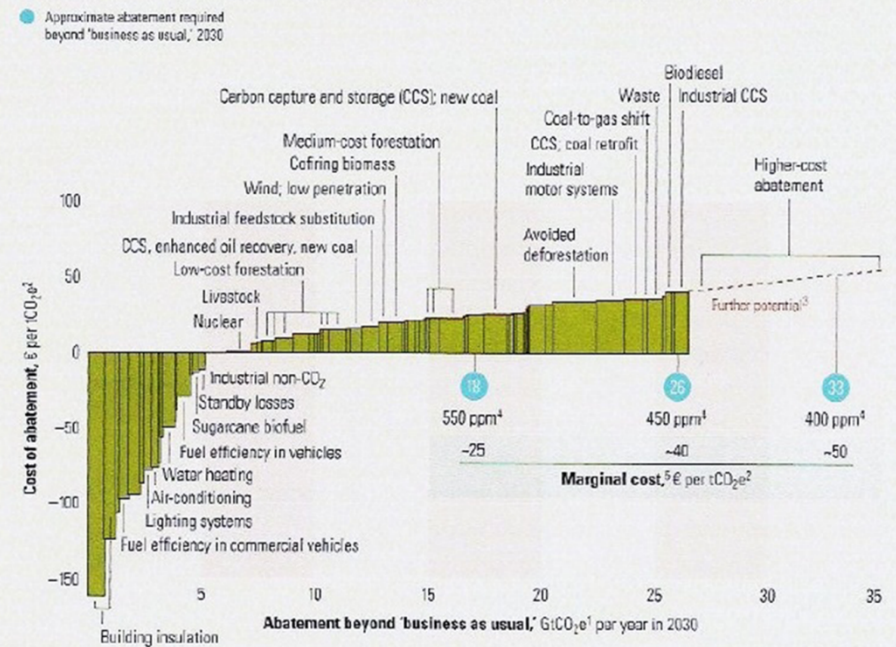




## McKinsey Study and Copenhagen Commitment: “45% by 2020”



Global cost curve for greenhouse gas abatement measures beyond 'business as usual'; greenhouse gases measured in GtCO<sub>2</sub>e<sup>1</sup>



## 2009: Partnership with WWF

Wood Certification



+



Rainforest Conservation







## Shanghai Expo: Possibility of Respect



# Green learning



bre



Beijing Green Building Park



**LBLN - global leader in  
energy and environment**



Steve Chu, 6<sup>th</sup> Director of  
LBLN

Thank you.

Questions are welcomed!

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